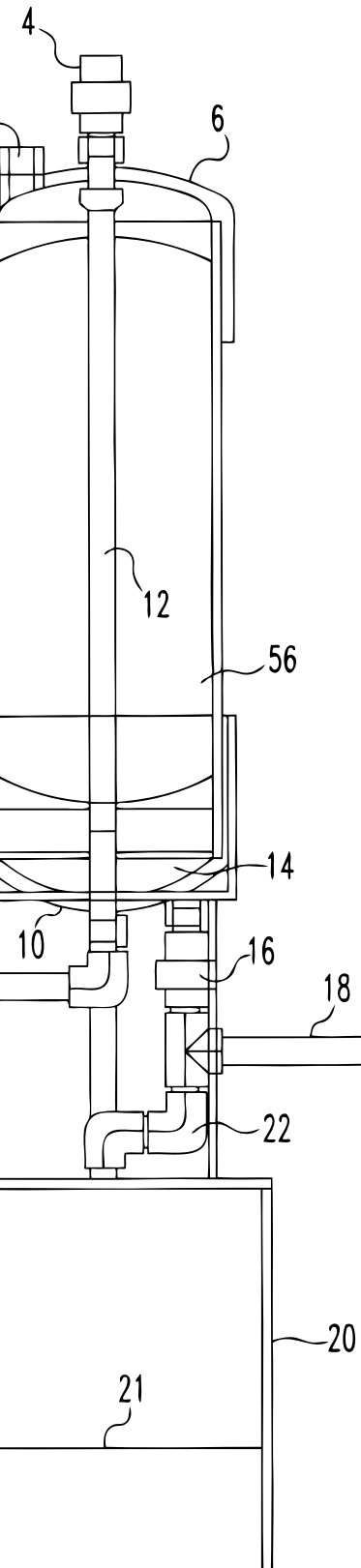


Puris
Identity Manual

We don't just want to satisfy you, we want to impress you.



+Intro

Puris serves residential, commercial, industrial and OEM markets worldwide as innovators in water purification. Today, we lead the industry because of our simple philosophy that our customers come first. We don't just want to satisfy you, we want to impress you. With that goal in mind, every product we make starts with intense attention to detail.

As both a manufacturer and supplier of purified water, and comprehensive

water filtration components and systems, we can offer consistent high quality products. That's hard to find when you buy from multiple places.

And when you need something beyond the standard product offerings, we work with you to customize components for your specific needs. We specialize in plastic injected and extruded parts, and use that experience to

create innovative products tailor made for your unique requirements. Call us with your ideas, and let our team of experts collaborate on specialized integrated solutions.

We guarantee that every part and product meets stringent regulations is carefully crafted to optimize process efficiency and ensure purity.

Partner with us and experience a new dimension in water purification.

+Values

Water is essential to life.

We here at Puris understand this.

Thus we strive to be innovative and at the forefront of the emerging water desalination and purification business.

Great amounts of people are losing water everyday, and this is a threat to life on our planet. We are making

great efforts to utilize new resources for water, while being eco-friendly. Puris is the vital source of pure water for the world of tomorrow.

With Puris, you can expect:

To be respected, listened to, and heard.

To receive the highest quality - every product, every time.

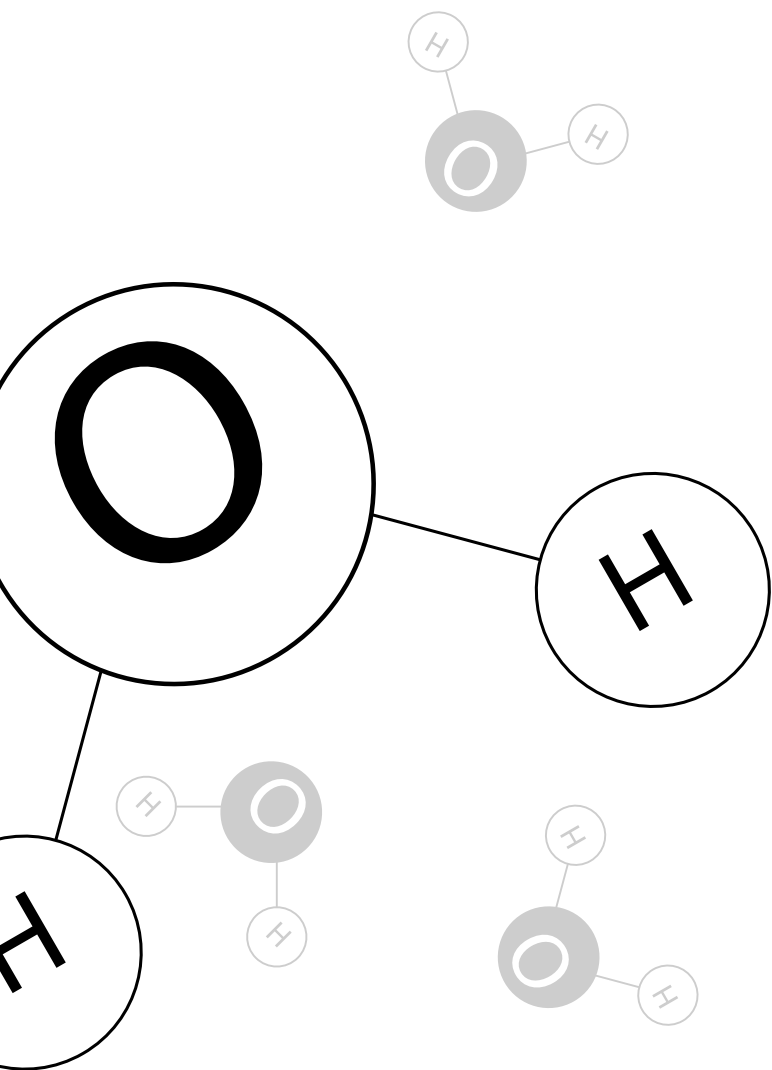
To find everything you need under one roof.

To request customized products for unique projects.

To actually enjoy doing business with us.

Welcome to Puris - Leaders in water purification.

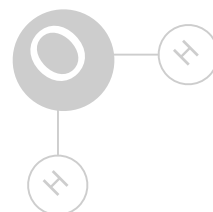




+Mission

Puris is a leading water purification and desalination business that provides clean water and **purification** equipment to businesses and water districts locally and worldwide. As a leading producer and supplier of full spectrum reverse osmosis components, filter cartridges, filter housings, and purification systems, we know that being the best means offering something

more, something better, something unexpected. We understand that your success is our success. That's why we go the extra mile in everything we do. We pledge to make Puris your first choice for all your local, commercial, and industrial water purification needs.





We understand that your success is our success. That's why we go the extra mile in everything we do. We pledge to make **Puris** your first choice for all your residential, commercial, and industrial water purification needs.



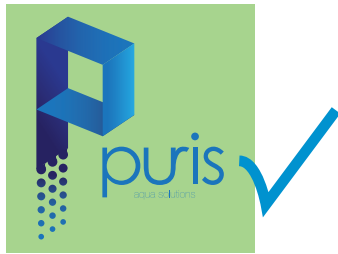
+The Logo

The Puris logo is a three-dimensional representation of the letter “p”. The droplets that fall from the p represent the filtration process. The water turns from dark to light representing brackish water being turned into pure aqua.



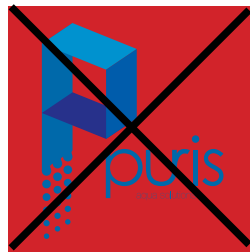
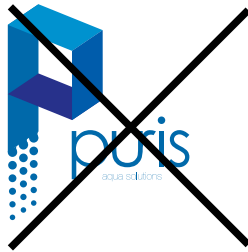
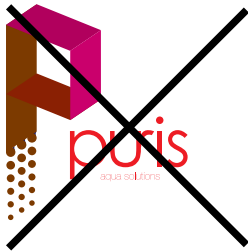
+Alternates

- A.) The logo stand-alone alternate
- B.) The matte pantone version of the logo
- C.) The logo type stand-alone alternate



!Don'ts

- Do Not change the color scheme of the logo
- Do Not change the location of the original colors
- Do Not put the logo against strong opposing colors (only muted greens, greys, and white)



Water is Life.

+Clearance Space

The logo must have a certain amount of breathing room. The letter “p” from puris is used as a measuring tool in order to scale the logo’s clearance space **proportionally**.




KEY

“p”= 1 increment

+Color Palette

Pantone



PMS 273 C


PMS 2728 C

PMS PROCESS BLUE

PMS 2945 C



CMYK (Linear Gradients)



ANGLE : -146.42
LOCATION%: 7.06, 53.45, 100

C = 100	C = 100
M = 95	M = 100
Y = 5	Y = 25
K = 0	K = 25

ANGLE : 0
LOCATION%: 0, 29.45, 100

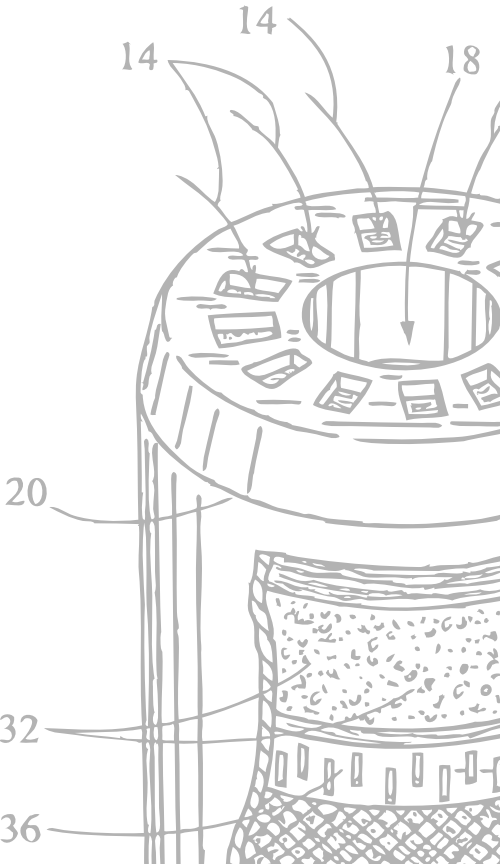
C = 100	C = 85
M = 95	M = 50
Y = 5	Y = 0
K = 0	K = 0

ANGLE : 0
LOCATION%: 7.98, 50.67, 100

C = 85	C = 70
M = 50	M = 15
Y = 5	Y = 0
K = 0	K = 0

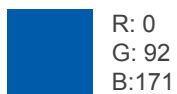
ANGLE : 0
LOCATION%: 0, 78.53, 100

C = 85	C = 100
M = 50	M = 100
Y = 0	Y = 25
K = 0	K = 25



+Color Palette Cont.

RGB



Web Safe



Clean Simple Puris

The Puris process is applicable for treating a wide range of industrial waste waters. High organic loads can be reduced significantly, either for final discharge, or as a retrofit enabling an existing system to deal with increased loads, due to increased production. For new and existing installations, Puris offers various configurations of MBBR (Moving Bed Bio Reactor), IFAS (Integrated Fixed Film Activated Sludge) and FFAST (Fixed Film followed by Activated Sludge Treatment).

The Puris process has many applications in municipal wastewater treatment. Retrofitting existing plants for effluent quality upgrade (particularly nutrient removal), increasing the treatment capacity of existing facilities without addition of tank volumes, or design and construction of a brand new plant utilizing our technology – are all within our proven capabilities. Puris offers various configurations of MBBR (Moving Bed Bio Reactor), IFAS (Integrated Fixed Film Activated Sludge) and FFAST (Fixed Film followed by Activated Sludge Treatment).

The extensive Nitrogen removal capabilities of the Puris process make it a perfect fit for the stringent Ammonia and Nitrite control required for industrial fish farms. Treating the aqua culture water allows higher production and reduces potable water consumption. In addition, the ROI can be achieved in a short period of time.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Arial is the primary Font style used for our brand. This is generally used with 9 point font for publication designs, and as a [web friendly](#) font for the brand.

Arial Narrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Arial Narrow can be used as an alternative/secondary font style. This can be used for an even thinner, clean look



+Photography

The majority of our photos are closely cropped. We like to be slightly more abstract at times with our photography. Our photos generally deal with dramatic lighting, good contrast, macro/close cropped objects, and they are very clean.



We want our photography to reflect the idea of the brand: **Pure and Clean.** We show the cleanliness and vitality of our water and our brand through our style clean and photography.

Puris is: cleaner
water for the world of
tomorrow...

+Letterhead

8.5 x 11



The letterhead design incorporates the colors and feel of the brand. It maintains the style of the brand with its very clean and technical look, which symbolizes the **water technologies** that we produce and the **essence** of our company.

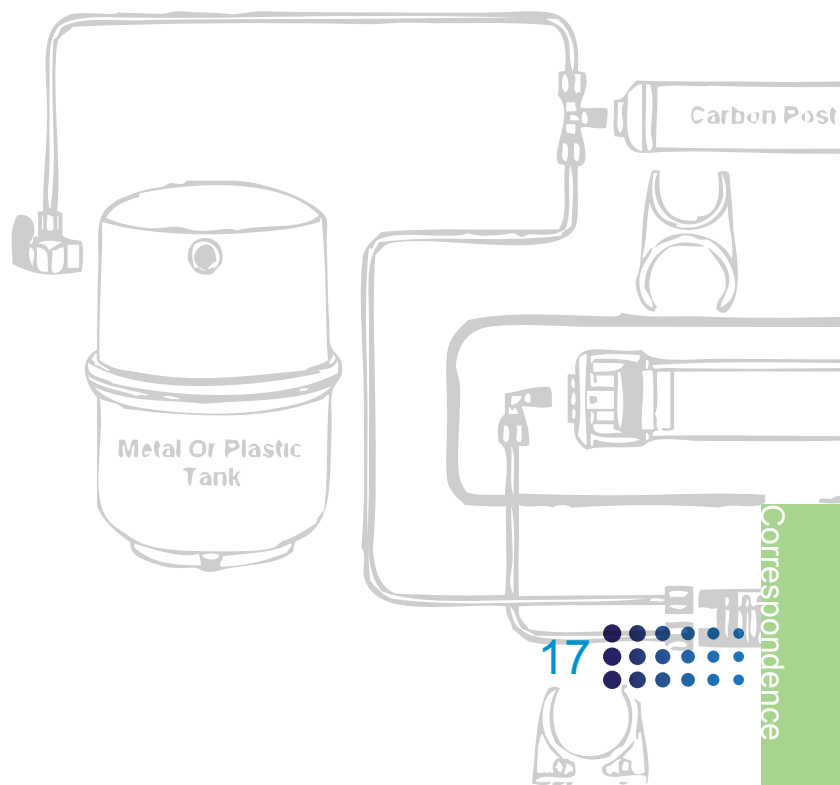
+Business Cards



3.5 x 2



Yellow To Tank



+Product Logos

The **Puris** logo is featured on a wide array of products ranging from water supply containers to water **filtration** equipment. The logo is also included on the packaging for supplies.





+Logo Application

Our Logo is also applied to our trucks that transport our supplies nationwide.

The Puris water filtration and desalination plants have tanks that are adorned with the puris logo.

Our distribution centers and headquarters also carry on the style of our brand.

Welcome to Puris, Leaders in water purification.

Puris engineers standard and custom Ultra pure Water Systems for the biotechnology laboratory and institutional markets from 100 to 500,000 Gallons Per Day. Puris designs Advanced standardized systems that are easy to customize to meet the client's specification with a quick turnaround of the submittals and equipment manufacturing. Moreover, Puris supplies standard point of use Ultra-Pure systems that meet type 1, 2 and 3 laboratory specifications.

Puris is one of the largest U.S. manufacturers of reverse osmosis water filters, reverse osmosis systems, whole house water filters and water treatment and purification equipment. Puris is a manufacturer for a complete line of reverse osmosis, seawater desalination, water makers, water filtration, water purification products, oil separation, and waste water treatment and accessories, and is particularly noted for its technical services, instrumentation, bio-pharmaceutical and filtration specialists available to assist with

specific applications in addition to warehousing and distribution. Puris Ultra pure Water Systems have successfully been installed and operating in: Universities, Manufacturing Plants, Pharmaceutical Firms Laboratories, Semi Conductor Firms.

Puris aqua solutions

Identity Guide

*Partner with us &
experience a new
dimension in
water purification.*



Corporate Identity Guide
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